

# In Praise of Notoriety

By Michael O'Leary

A 51-year-old muck-  
raker who places himself  
in the comfortable tradition  
of Lincoln Steffens came  
to town yesterday singing  
the praises of his new  
brainchild.

The bowling infant's name  
is Scanlan's Monthly (in  
memory of John Scanlan, an  
otherwise forgotten Irish pig  
farmer, its 136 pages weigh-  
ing in just under a pound,  
with no advertisements to  
guarantee its future).

"Reliance by most maga-  
zines on advertisers has ei-  
ther killed them off or turned  
them into brainless non-  
entities," said Warren Hinckle  
the III, former reporter for  
The Chronicle and one-time  
golden spirit of Ramparts  
magazine.

## Stockholders

Instead of ads, said Hinckle  
and his co-editor, Sidney  
Zion, the New York-based  
monthly—now on the news-  
stands — will rely on its \$1  
tab and the goodwill of 750  
stockholders.

Some \$750,000 — raised

through a stock issue — en-  
abled the first edition to meet  
its printing bill and see an-  
other on the way, Hinckle  
noted, puffing on a \$1 Don  
Marcos cigar at Enrico's cof-  
feehouse.

"We've told our stockhold-  
ers — in a front cover edi-  
torial — that just because  
we've taken their money that  
doesn't mean we give a  
damn what they think," he  
declared.

And, good as his word,  
Hinckle pointed out that the  
first issue steps on any num-  
ber of Establishment toes:

• An article by the late  
Ben Hecht on Mickey Cohen  
that some stockholders felt  
"glorified gangsters."

• A short history of Biafra  
that "puts the blame on the  
State Department and the  
British Foreign Office as  
co-conspirators responsible  
for the death of a nation."

• A muckraking article  
digging into the alleged role  
of the Columbia Broadcas-  
ting System "in helping the  
CIA organize what turned out  
to be an abortive invasion of

Haiti as a jumping-off point  
to a new Cuban invasion."

• And, perhaps, muckiest  
of all, a rat's eye view of the  
top New York restaurants,  
depicting the "abysmally un-  
sanitary conditions" of the  
kitchens that help feed Man-  
hattan's financial and show  
business elite.

"If nothing else," said  
Zion, 36, a former reporter

for The New York Times,  
"that garbage can story —  
the start of a series — should  
bring us the notoriety we feel  
we richly deserve."

## Sales

Already, according to  
Hinckle, the edition of 120,000  
copies — printed in San Jose  
— has sold out in New York  
three days after publication,  
with sales going "almost as  
well" elsewhere.

Hinckle, called by some  
the Diamond Jim of the New  
Left, claims that he's practi-  
cally "as naked as a jaybird,  
financially" after going  
through some \$1.5 million in  
backing for his various enter-  
prises.

"Semi-penury is the neces-  
sary trapping of a latter-day  
muckraker," he noted philo-  
sophically. "It's a headache,  
as someone pointed out, but  
it's not a bore."

## Record

And upcoming in Scan-  
lan's, for the further delecta-  
tion of Hinckle and his  
would-be scandalous crew, is  
the first recorded Vietnam  
atrocities ("an open admission  
by an Army group command-

er who's still back there").

"It's an actual 23-speed  
record that we've bound into  
our April issue," said Hinckle.  
"We felt everyone has  
read so much about Vietnam  
atrocities that they're jaded  
and it's time they listened to  
one by a participant."

Also on tap for the next is-  
sue, the daredevil muckraker  
added, is an economic histo-  
ry of alleged huge profits  
made by airlines ferrying  
dead GIs home from Viet-  
nam.

## Tribute

If nothing else justifies  
putting out another maga-  
zine, said Hinckle, Scanlan's  
is "a living tribute to the  
memory of the late San  
Francisco advertising gen-  
ius, Howard Gossage."

Gossage, who is listed on  
the magazine's mast head as  
chairman of the board, set  
the policy for Scanlan's  
Hinckle said.

"As Howard put it, in a  
quote he made up himself  
but attributed to A. J. Lie-  
bling, freedom of the press is  
only guaranteed to those who  
own one."